NN/LM Southeastern/Atlantic Region

Region 2

Annual Report

May 1, 2006 – April 30, 2007

University of Maryland, Baltimore
Health Sciences & Human Services Library

Date submitted: August 7, 2007

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Executive summary

Personnel: Becky Hebert resigned her position effective May 26, 2006. Recruitment efforts continued throughout the summer, fall and winter for a new community outreach coordinator. Amanda Bayer was hired in February but will not join the staff until July 9, 2007. Mandy comes with outreach experience from her previous position at the Foothills AHEC, Gainesville, GA. Regina Johnson joined the staff as Program Management Specialist on June 5, 2006. She is responsible for financial management of the contract and support to the executive director and coordinators. Colette Becker was on extended sick leave from the end of May to the end of July 2006. She was able to work part-time from home during most of her leave. Beth Wescott went out on extended medical leave in November. She was able to work part time until mid-April when she returned to full time employment.

Membership: To prepare for the membership drive for the new contract, Beth, Evelyn and Regina contacted members to verify addresses, institutional names, addresses and contacts. Colette, Toni and Beth updated the membership brochure and placed it on the SE/A web site. The 2006-2011 membership certificates were mailed in early January. The certificate package included a welcome letter, an "Outreach Challenge" promotional piece with reporting forms and a promotional reminder about the *SEA Currents* blog.

Resource Library agreements were sent in June to 30 libraries, the University of Maryland Health Sciences and Human Services Library will serve as the Regional Medical Library and the 31st resource library. All libraries returned their agreements.

Budget: The Year 02 budget package arrived in December. A 23% cut in the funding approved for Year 02 was requested by the National Library of Medicine. This resulted in 3% less funding than was allocated for Year 01. These cut presented challenges as to which budget items to reduce or eliminate. Travel, promotional materials and funding for outreach took the biggest hits. Position cuts were avoided.

RAC: Appointments were made to the four Regional Advisory Committees: Outreach to Health Professionals Committee, Consumer Health Committee, Access Committee and Technology Committee. Every effort was made to achieve geographic balance and distribution across types of library, health professional groups and the public. The Oversight Committee was appointed in December and held its first meeting in Baltimore on April 9, 2007. Information about our RAC committees and minutes of meetings is available at: http://nnlm.gov/sea/about/rac.html

The Emergency Preparedness Task Force, charged during the last contract, was appointed this year. The task force met in Ocean Springs, MS and via email and wiki throughout the year.

Advocacy: Advocacy efforts involved several different types of activities. SE/A staff visited several Network members during the year. In October, 103 letters were sent to hospital and academic administrators in support of the work done by their institution's library. We initiated the SE/A Outreach Challenge to track any unfunded outreach activities provided by SE/A members during the current contract period. A thank you letter to participants is planned at the conclusion of year 01.

 Webconferences for hospital librarians, as well as, general ones for all Network members were held throughout the year. Webconferences targeting Network members and hospital librarians included evaluation, magnet recognition, DOCLINE reports, and LinkOut.

We continued to host several listservs for state health sciences and special groups. These include Tennessee Health Sciences Library Association, SCHealthLib, Tennessee Outreach Planning Group, District of Columbia Health Sciences Libraries, and the Maryland Association of Health Sciences Librarians. Staff also supported Network members outreach efforts such as attending launches for Go Local projects, technology fairs, and stakeholder or planning sessions for local projects. In addition, we provided onsite training sessions as well as customized classes such as *No Patient Left Behind* and

To Your Health by Beth to meet the needs of Network members.

Funding: Funding opportunities for Year 01 were announced in June. Promotional messages were sent to regional and state listservs. See http://nnlm.gov/sea/funding/index.html for more information on the ten awards and subcontract opportunities that were offered.

A total of 55 awards and subcontracts were funded this year. We received 34 applications in response to our call for application for express awards, an award offered for the first time in the region. A Memorandum of Understanding for each express award was drafted and approved for use by the University of Maryland Baltimore Office of Research and Development.

The following were awarded this year:
Exhibit Awards: 18
Technology Awareness: 3
Express Outreach Awards: 11
Express Technology Improvement: 8
Training Awards: 8
Library Improvement: 1
Outreach projects: 6

For the first time we found it necessary to close the exhibit award because we surpassed our budget for this award. Because of this, several exhibit award applications had to be rejected.

SE/A site: Throughout the year Colette continued to extensively review and update pages on the S/EA website. In November and December usability testing of the site began with facilitation from the American Institutes of Research. The tests were conducted remotely with Colette silently observing. We received the final report in January and worked on the recommendations received. A major undertaking was an overhaul of the state pages as well as site navigation.

Collaboration: The SE/A collaborated with NLM on several initiatives this year. In June we attended as well as provided logistical support to the NLM exhibit consultation at the National Museum of American Indian, Washington, DC. Also in June the Special Library Association met in Baltimore. Several NLM developed continuing education courses were presented at the Health Sciences and Human Services Library. Toni acted as host for these classes and assisted the instructors. In July, Janice and Sheila attended the Conference on Native American Health Information Services in Albuquerque, NM, the NN/LM collaboration about outreach to Native Americans. In the fall, we hosted a visit with the NLM Associate Fellows and National Network Office (NNO) staff. Beth participated in the NLM's Specialized Information Services' (SIS) review of proposals from community organizations and libraries to design and conduct projects that will improve access to HIV/AIDS related health information for patients, the affected community, and caregivers. Janice serves on the NN/LM National Emergency Preparedness Collaboration committee and Dale participates on the evaluation liaison committee.

Other collaborations began this year. Terri worked with the HUD Neighborhood Networks staff to pilot a program to provide classes on consumer health resources and funding information. Janice serves on the steering committee of the North Carolina Consumer Heath Information Project, an outgrowth of their state planning team. The committee has secured state library funds to develop a consumer health portal for use by public librarians and the public. Terri served on the Medical Library Association Google Health Co-op Team that involved recommending quality health sites that will carry the Medical Library Association stamp of approval. Terri attended the ODPHP (Office of Disease Prevention and Health Promotion) stakeholder's meeting regarding Healthfinder.gov at the request of Jean Shipman, President of the Medical Library Association. Terri and Janice attended a meeting with the U.S. Surgeon General about the *Fit to a T* program from the U.S. Decade of Bone and Joint.

We welcomed several RML and SE/A visitors to our office. In September Kathel Dunn from the Middle Atlantic Region visited. In November, Miguel Figueroa, new coordinator for the Middle Atlantic Region, and librarians from Vanderbilt University Eskind Biomedical Library stopped in. In December, Bo Xie, Assistant Professor at the University of Maryland, College of Information Studies came by to discuss

outreach funding and Javier Crespo Associate Director of the NN/LM New England Region paid a visit while in the area. Dale and Toni assisted Region 1 with classes and an exhibit in their region. Dale also provided training for Region 3.

New services and classes: We introduced a new service on February 28, 2007. Terri Ottosen, consumer health coordinator, was available via Instant Messenger for the new chat service, SeaCHat. Terri is scheduled at least one day each month to chat with Network members. She welcomes chats at anytime she is in the office and available.

Two new courses debuted this year*: ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers* and *¿No Comprende?: Spanish Health Information Resources for English Speaking Librarians ONLINE.* The latter was developed as part of the MLA CE Institute on Developing Online Instruction and was taught once in Year 01.

Network infrastructure

TABLE 1. Annual infrastructure data

	Current year	Previous year
Network members – full	593	614
Network members – affiliate	546	578
Libraries providing services to unaffiliated health professionals	270 (46%)	N/A
Libraries providing services to public users	294 (50%)	N/A
Average fill rate for resource libraries	82%	N/A

Regional emergency preparedness planning
Recruitment began for a task force on disaster planning/emergency preparedness with Beth as facilitator. We spent the summer recruiting the 12 members with the assistance of each state's health sciences library association. Dan Wilson from the University of Virginia was appointed chair. The group held a meeting in February in Ocean Springs, MS. The agenda for the meeting included a review of regional and national activities by Janice Kelly, reports on the assessment of disaster plans and activities in each state, a roll out scenario by Dan Wilson, a brief review of "Changes to Gulf Coast Libraries since August 29, 2005" by Elizabeth Doolittle of the University of Southern Mississippi and a tour of the Gulf Coast area including several libraries damaged by Katrina. The report of this meeting and pictures from the area are available on the task force wiki at http://sea-dp-tf.pbwiki.com/ .

A tornado destroyed Sumter Regional Hospital, Americus, GA on March 1, 2007. Through the GaIN network, we received regular updates from their librarian, Network member Claudia LeSueur. At this time the hospital and Claudia are still assessing their needs. We recommended to Claudia that she consider applying for an express award to assist in recovery.

An emergency preparedness web page was developed for the SEA website. The pages include links to federal, state, library and other resources as well as the activities of the task force. See http://nnlm.gov/sea/services/emergency/disasterrelief.html

On February 1-2, 2007 Janice attended the National Emergency Preparedness Collaboration meeting, Los Angeles, CA and serves as the SE/A representation to the RML collaboration committee.

Identifying unique and historical collections
No progress was made; we are still awaiting direction from NLM. In our proposal we planned for Year 02 to be the start of our activities in regard to identifying collections.

E-licensing
E-licensing was a discussion topic of the Access RAC committee. The chair and a RAC representative are developing a questionnaire to send to committee members about what people want in e-licenses and their experiences with negotiations. The survey will be completed before the fall 2007 chapter meetings.

EFTS
There are currently 107 SE/A members participating in EFTS. Through Beth's efforts, 27 of the 31 resource libraries have joined. Whenever a Network member joins, Beth e-mails the news to current members and sends a welcome message to the new participant. EFTS was also a discussion topic for the Access RAC Committee.

To publicize EFTS, *SEA Currents* carried two articles:
- What's New at NLM, NN/LM and Their Partners – May-June 2006 on Tuesday, July 18, 2006
- A New Contract Begins posted on Tuesday, July 11, 2006

Outreach
- Major projects funded in contract year: 6

Western Maryland AHED - West Virginia Information Outreach II
Period of Performance: October 1, 2007 –September 30, 2008

Baptist Hospital - Health Touch: Information at your Fingertips
Period of Performance: January 1, 2007 – December 31, 2008

Anson Community Hospital - Linking Community Care and Health Education
Period of Performance: January 1, 2007 – December 31, 2008.

University of Maryland - Health Information Access to Underserved Populations in Baltimore, MD
Period of Performance: January 1, 2007 – December 31, 2008.

Vanderbilt University – Tennessee Go Local
Period of performance: July 1, 2007 – January 31, 2009

UVA – Evidence-Based Public Health Informatics Training for Public Health Practitioners in Central and Southwestern Virginia
Period of Performance: February 1, 2007 – January 31, 2008

- **National exhibits conducted by RML: 7**

05/7-10/ 06	American College of Obstetricians and Gynecologists	Annual Clinical Meeting	Washington, DC
06/23-26/06	International Society on Hypertension in Blacks	Annual Meeting	Atlanta, GA
10/27-28/06	Society for the Advancement of Chicanos and Native Americans in Science	Annual Meeting	Tampa, FL
11/1-3/06	American Academy of Medical Administrators	Annual Meeting	Atlanta, Georgia
12/9-11/06	American Society of Hematology	Annual Conference	Orlando, Florida
2/17-20/07	Society for Critical Care Medicine	Annual Congress	Orlando, FL
3/02-03/07	American College of Legal Medicine	Annual Meeting	Orlando, FL

- **National exhibits conducted by subcontractors: 1**

9/20-22/06	Health Care Education Association	National Conference	Atlanta, GA

- **Regional/state/local exhibits conducted by RML: 14**

5/4-5/06	Alabama Department of Public Health	APH Annual Conference	Birmingham, AL
7/28-29/06	VA Integrated Network of Family Organizations	Annual Conference	Charlottesville, VA
8/1-3/06	Florida Public Health Association	FPH Annual Meeting	West Palm Beach, FL
9/20-21/06	Mississippi Public Health Association	MPH Annual Conference	Tunica, MS
9/20-21/2006	West Virginia Public Health Association	Annual Meeting	Davis, WV

9/27- 10/2 /06	Southern Women's Show	Southern Women's Show	Birmingham, AL
10/14-15/06	Southern Chapter of the Medical Library Association	Together: New Horizons, New Opportunities	Atlanta, GA
10/24-27/06	Mississippi Library Association	Annual Meeting	Tunica, MS
11/14/06	FDA Biosciences White Oak Library	Library Grand Opening	Silver Spring, MD
11/15-16/06	Virginia Commonwealth University	Hispanic Summit	Richmond, Virginia
11/17/06	Mercer University	Technology Fair	Atlanta, GA
11/29-30/06	South Carolina Library Association	South Carolina Libraries: Creating the Present, Transforming the Future	Hilton Head, SC
4/12/07	DC Library Association	Joint Spring Workshop	Washington, DC
4/25-26/07	Mississippi School Nurses Convention	Annual Convention	Jackson, MS

- **Regional/state/local exhibits conducted by subcontractors: 16**

5/8-10/06	North Carolina College of Obstetricians and Gynecologists	Annual Clinical Meeting	Raleigh, NC
7/22-26/06	Tennessee Pharmacy Association	Annual Convention	Knoxville, TN
7/26-28/0706	North Carolina Community Colleges Learning Resources Association	Annual Conference	Raleigh, NC
8/10/06	Retirement Living	Health Fair	Wilmington, NC
8/17-20/06	North Carolina Pediatric Society	Annual Meeting	Myrtle Beach, SC
8/21-23/06	Georgia Rural Health Association	Annual Meeting	Augusta, GA
9/5-8/06	Georgia Public Health Association	Annual Meeting	Augusta, GA
9/9-10/06	El Pueblo	La Fiesta	Raleigh, GA
9/21-22/06	COMO: Georgia Library Association	Annual Convention	Athens, GA
10/4-6/06	South Carolina American Association of Mental Retardation	Annual Conference	Myrtle Beach, SC
10/12-13/06	Southern Medical Association	Annual Scientific Assembly	Charlotte, NC
10/18-20/06	Georgia Primary Care Association	Annual Meeting	Savannah, GA
11/15-17/06	Rural Health Association of Tennessee	Annual Conference	Gatlinburg, Tennessee
2/16-17/207	Georgia Veterans of Foreign Wars	Annual Meeting	Macon, GA
3/10-11/07	Low County Pow Wow	Pow Wow	Hardeeville, SC
4/16-17/07	Alabama Library Association	Annual Convention	Mobile, AL

- **Courses developed/updated by RML staff**

ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers – developed and updated by Terri Ottosen.

African American Community Health Information class – updated by Toni Yancey

Beyond an Apple a Day: Providing Consumer Health Information in a Public Library – updated annually by Terri Ottosen and Michelle Eberle of Region 8.

DOCLINE 101: Management Reports – developed by Beth Wescott

Finding Native Health Online – updated by Sheila Snow-Croft

Geeks Bearing Gifts: Unwrapping New Technology Trends—developed in 2005 and updated in 2007 by Dale Prince.

¿No Comprende?: Spanish Health Information Resources for English Speaking Librarians ONLINE– developed and updated by Sheila Snow-Croft

¿No Comprende?: Spanish Health Information Resources for English Speaking Librarians – updated by Sheila Snow-Croft'

No Patient Left Behind – developed by Beth Wescott

To Your Health – developed by Beth Wescott

Writing the Research Informed Consent Readably – developed by Beth Wescott

TABLE 2. Site visits

Date	Last name of RML staff responsible	Institution	Location (city, state)	Topics addressed
7/11/06	Ottosen, Kelly	New Hanover County Public Library	Wilmington, NC	Outreach projects and consumer health library
7/11/06	Ottosen, Kelly	Coastal AHEC	Wilmington, NC	AHEC outreach, training classes
7/19/06	Ottosen	West Virginia University Center on Aging	Morgantown, WV	Funding
7/19/06	Yancey	Wake Forest University	Winston-Salem, NC	Funding
9/27-28/06	Kelly	Florida State University	Tallahassee, FL	Resource library responsibilities, outreach and funding
9/22/06	Kelly, Tooey	East Carolina University	Durham, NC	Library dedication
10/28/06	Yancey	University of South Florida	Tampa, FL	Outreach and to discuss ideas for projects
1/12/07	Prince	Durham Food Co-op	Durham, NC	Completion of contract
2/15/07	Kelly	Florida Hospital	Orlando, FL	Tour facility, meet staff, discuss NN/LM services

2/16/07	Kelly	Orlando Regional Hospital	Orlando, FL	Tour facility, meet staff, discuss NN/LM services
2/27/07	Kelly	VA Medical Center	Biloxi, MS	Support of their library improvement and library technology improvement awards
2/28/07	Kelly	University of Southern Mississippi Gulf Coast Research Laboratory	Ocean Springs, MS	Support of Katrina Award, host of disaster planning task force
3/1/07	Kelly	University of Mississippi	Jackson, MS	Resource library responsibilities, outreach and funding
3/2/07	Kelly	VA Medical Center	Jackson, MS	Training and funding opportunities
3/21/07	Ottosen	Riverside Regional Medical Center Health Sciences Library	Newport News, VA	Funding, training by SEA staff
3/28/07	Kelly	Eastern Virginia Medical Center	Norfolk, VA	Resource library responsibilities, outreach and funding
3/29/07	Yancey	East Tennessee State University	Johnson City, TN	Funding and meet the librarians
3/30/07	Prince	Eastern Shore Regional Library	St. Michael's, MD	Training and funding opportunities
4/19/07	Kelly	Morehouse School of Medicine	Atlanta, GA	Resource library responsibilities, outreach and funding
4/19/07	Yancey	Fairmont University	Fairmont, TN	Membership and meet director, Thelma Hutchins
4/20/07	Yancey	West Virginia University	Morgantown, WV	Outreach, tour of new facility and discussion of the possibility of a WV Go Local project

Web site use

Chart 1 – Unique Visitors

Month/Year	Unique Visitors
May-06	12311
June-06	8336
July-06	6855
August-06	6941
September-06	7832
October-06	7546
November-06	6997
December-06	4660
January-07	6243
February-07	5612
March-07	6047
April-07	6339

Chart 2 – Monthly Total of Page Views

Month/Year	Monthly Total of Page Views
May-06	75616
June-06	66019
July-06	53745
August-06	54675
September-06	93685
October-06	299442
November-06	223958
December-06	45954
January-07	49238
February-07	49024
March-07	66719
April-07	117877